



executive summary

wisconsin nutrition and physical activity state plan

a comprehensive plan to prevent obesity and reduce chronic disease in wisconsin

a statewide plan to promote healthy eating & physical activity

The epidemic of overweight and obesity in our Nation and in Wisconsin did not occur overnight and will not be eliminated overnight. Overweight and obesity is a multi-faceted issue, one that cannot be adequately addressed by any one program or intervention, therefore numerous partners must work together to address this issue.

The Wisconsin Nutrition and Physical Activity State Plan to prevent obesity and reduce chronic disease provides a statewide focus for obesity prevention, management and health promotion through nutrition and physical activity strategies. The Wisconsin Partnership for Activity and Nutrition, the Nutrition and Physical Activity Program and other stakeholders will work together to accomplish the goals, strategies and objectives that are outlined in the plan. The plan activities are targeted to reach children, adolescents and adults across all races and socioeconomic levels.

The Plan is a call to action for individuals, schools, communities, businesses, health-care systems and providers and policymakers to make changes necessary to assure the health and productivity of Wisconsin residents now and in the future. The plan also serves as a guiding document for the public and private sector organizations working in partnership to influence:

- Public policy
- Community changes
- Organizational changes
- Individual and family changes

Promoting regular physical activity, healthy eating and creating environments that support these behaviors is essential to reducing the epidemic of obesity.

Background

In July 2003, the Wisconsin Division of Public Health was one of 17 states awarded a five-year cooperative agreement from the Centers for Disease Control and Prevention (CDC) to support state nutrition and physical activity programs to prevent obesity and other chronic diseases. This grant funds Wisconsin's Nutrition and Physical Activity Program and provided support for the planning process that resulted in the Wisconsin Nutrition and Physical Activity State Plan.

Purpose

The Wisconsin Nutrition and Physical Activity State Plan provides a framework to help create and support environments that make it easier for all Wisconsin residents to make healthy food choices, be physically active and achieve and maintain a healthy weight.

The Plan emphasizes strategies to:

- Increase physical activity
- Increase fruit and vegetable consumption
- Increase breastfeeding
- Decrease television viewing
- Balance caloric intake and energy expenditure



goals

The overarching goals of the Wisconsin Nutrition and Physical Activity State Plan are to:

- Promote and support lifestyles that reflect the Dietary Guidelines for Americans
- Promote and support at least 30 minutes of moderate physical activity per day for adults
- Promote and support at least 60 minutes of moderate physical activity per day for children and adolescents.
- Prevent and manage overweight and obesity and reduce related chronic disease.

priority recommendations

Strengthen and sustain the statewide nutrition and physical activity infrastructure to prevent and manage obesity and related chronic disease.

- Provide leadership and support for the implementation of strategies to prevent and manage obesity.
- Expand the network of community coalitions to implement targeted interventions.
- Engage key stakeholders at both the local and state levels.

Develop materials and provide technical support to facilitate consistent messages and initiatives.

- Promote consistent nutrition and physical activity messages through a variety of channels such as healthcare providers, insurers, schools, worksites, community-based organizations, and media.
- Provide materials to support the implementation of nutrition and physical activity strategies.
- Provide training and education to support the implementation of nutrition and physical activity strategies.

Create environments that support and promote healthy eating, daily physical activity and a healthy weight.

- Assess the existing state and local nutrition and physical activity environments.
- Increase awareness and access to opportunities that promote healthy eating, physical activity and a healthy weight.
- Make environmental changes to promote and support healthy eating, daily physical activity and a healthy weight.
- Implement policy strategies at a state and local level to support healthy community environments.

the obesity epidemic in wisconsin

- About 2 of every 3 Wisconsin adults are either overweight or obese
- 26% of high school students were at risk of overweight or overweight
- Overweight among Wisconsin's youngest children, 2-4 years, increased by 49% over the past decade
- In Wisconsin, the annual obesity-related medical costs were estimated at \$1.5 billion, of which almost \$626 million are Medicaid and Medicare expenditures
- Being overweight or obese increases the risk of many chronic diseases and health conditions
- Today's children may have a shorter life expectancy than their parents

priority recommendations...

Develop and implement a comprehensive policy agenda to affect positive change.

- Establish and mobilize an infrastructure to conduct advocacy activities.
- Implement policy strategies at a state and local level that impact healthy food choices and a physically active lifestyle.
- Advocate for funding to support the implementation of strategies to prevent and manage obesity through improved nutrition and increased physical activity and improved access and coverage of obesity prevention and management services.

Increase the coordination of interventions and the number of evidenced-based or best practice interventions that are implemented.

- Promote and support exclusive and sustained breastfeeding as the norm in infant feeding.
- Promote consumption of fruits and vegetables among children, adolescents and adults.
- Promote consumption of healthy food choices among children, adolescents and adults.
- Businesses will promote positive health messages and provide access to employer-sponsored health promotion programming.
- Increase access to and coverage of prevention and management services related to nutrition and physical activity.
- Implement an award/recognition program for schools, worksites and communities.
- Promote a physically active lifestyle by increasing the opportunities for physical activity for children and adolescents.
- Promote a physically active lifestyle for adults.

Expand and implement a Nutrition and Physical Activity surveillance and evaluation system to facilitate data-driven decisions.

- Establish a comprehensive and continuous surveillance system to monitor body mass index (BMI), nutrition and physical activity behaviors, weight-related chronic diseases, and related environmental factors at state and local levels in Wisconsin.
- Improve and increase the collection and dissemination of nutrition and physical activity related data for preschool and school-aged children, adolescents and adults.

Eliminate disparities among those who are disproportionately affected by obesity and chronic diseases.

- Promote diversity competence among all sectors.
- Target interventions to populations at high risk of obesity and related chronic diseases.



creating a healthy wisconsin

taking action

The Wisconsin Nutrition and Physical Activity State Plan is a call to action for all organizations, communities and individuals in Wisconsin to work together to reduce obesity, improve nutrition and increase physical activity. It will take the active involvement of many partners to apply diverse and innovative solutions to change systems, community and individual behaviors. Public and private partners are needed to change policies and environments that support healthy eating and physical activity, and families and individuals will need to take charge of their own behavior. By working together, the people of Wisconsin have a great opportunity to create communities that support healthy lifestyles and impact the obesity epidemic.

what you can do

- Review the plan goals, strategies and objectives. Identify specific items where you or your organization can take lead or be involved.
- Incorporate the objectives and activities into your organization's mission and daily activities.
- Collaborate with others who share common goals to maximize opportunities and resources.
- Take an active role on state and local coalitions or committees who are working on specific activities.
- Be a role model within your family, organization and community.

For a full copy of the Wisconsin Nutrition and Physical Activity State Plan, visit <http://dhfs.wisconsin.gov/health/physicalactivity/index.htm>



The Wisconsin Nutrition and Physical Activity State Plan is the result of a year long planning process by the members of the Wisconsin Partnership for Activity and Nutrition. The Wisconsin Partnership for Activity and Nutrition is comprised of a variety of public and private organizations, programs, and coalitions with a common goal of improving the health of Wisconsin residents through improved nutrition and increased physical activity. The Wisconsin Partnership for Activity and Nutrition provides statewide leadership for interventions, activities and policies in the area of overweight and obesity prevention and management. The Partnership provides the “capacity” and key partnerships necessary for impacting overweight and obesity in Wisconsin.

mission: The mission of the Wisconsin Partnership for Activity and Nutrition is to improve the health of Wisconsin residents by decreasing overweight and obesity, improving nutrition and increasing physical activity. The mission will be accomplished by:

- Planning, implementing and evaluating a state plan for nutrition and physical activity to prevent and manage obesity and chronic diseases.
- Serving as a resource for nutrition and physical activity information.
- Coordinating nutrition and physical activity efforts to prevent and manage obesity and chronic diseases.
- Advocating for public health policy change at all levels.
- Encouraging individual and population based lifestyle changes.

for more information:

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PPH 40126A (12/2005)

This publication was supported by Cooperative Agreement Number U58/CCU522833 from the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.

partners

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